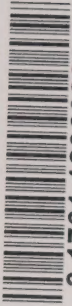
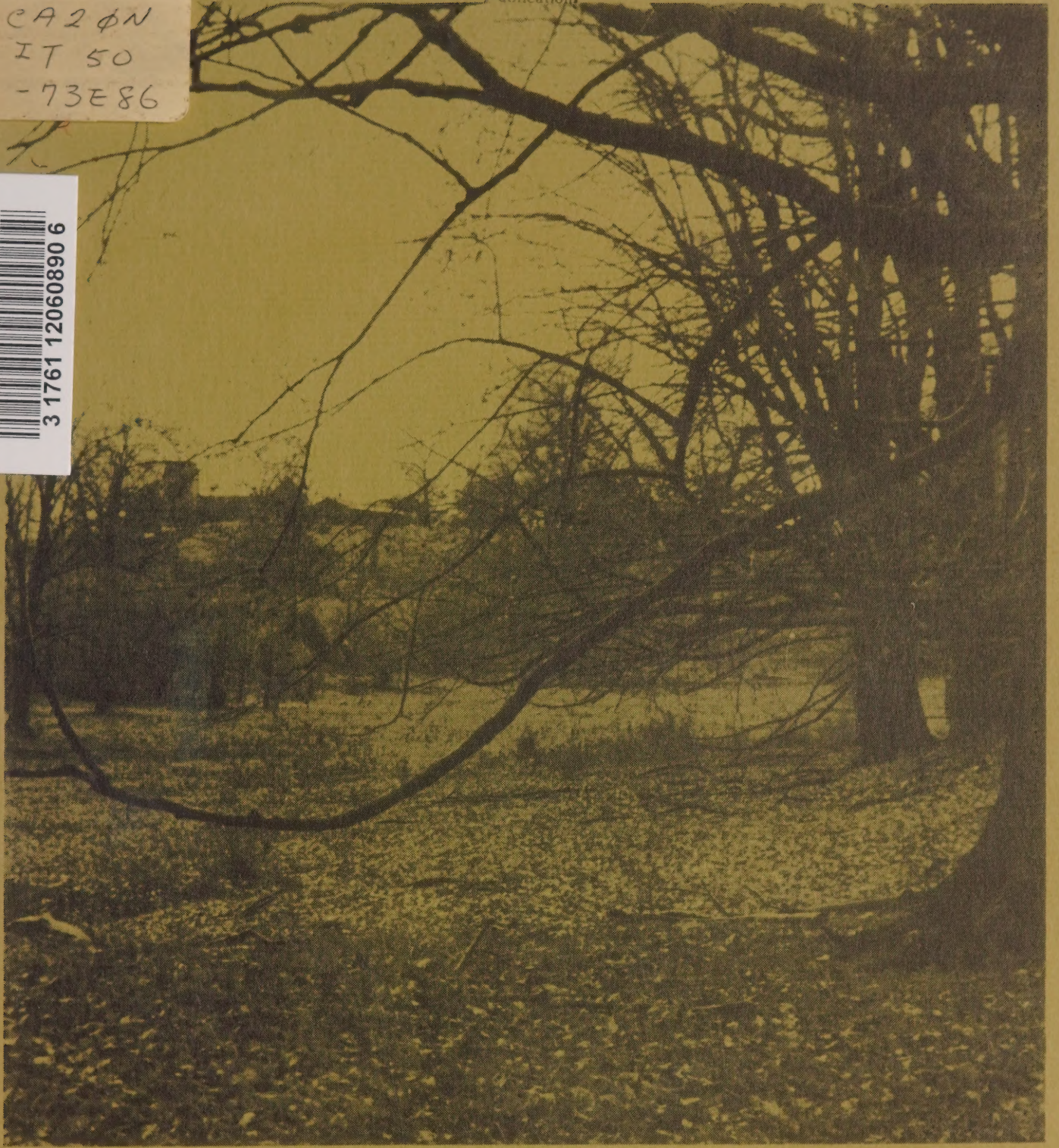


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EVALUATION OF THE PROPOSED RECREATION CENTRE IN LONDON

Submitted to The Ministry of Industry & Tourism - Tourism & Recreation Studies Branch

April 1973

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Ontario. Tourism and Recreation
Studies Branch.

[Report 82]

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EVALUATION OF THE PROPOSED
RECREATION CENTRE
IN LONDON, ONTARIO

Submitted to
The Ministry of Industry and Tourism
Tourism and Recreation Studies Branch

By
Project Planning Associates Limited
Toronto

April 1973



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April 11, 1973

Ref 3592-1

Dr. Peter Klopchic,
Director of Tourism & Recreation Studies
Ministry of Industry & Tourism
900 Bay Street
TORONTO, Ontario

Dear Dr. Klopchic,

We are pleased to submit this report, an Evaluation of the Proposed Recreational Centre in London. We find that a regional athletic training and recreation centre geared to the needs of Southwestern Ontario would be of great benefit to the region and the province. The proposal also fits into the pattern of new government supported centres throughout the country.

Canadian society today values physical fitness and excellence in amateur and professional sport. The people of Southwestern Ontario have demonstrated a keen awareness of place of athletics in contemporary society and the expansion of participation pattern that can be expected.

It has been an honour and a pleasure to participate in this review of community facility planning.

Yours very truly,

PROJECT PLANNING ASSOCIATES LIMITED


George M. Yost

GMJ/AJJ

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INTRODUCTION

This report examines the feasibility of a proposed regional athletic and recreational centre for Southwestern Ontario--the concept of a multiple use athletic centre originated with a group of London businessmen following the City's bid for the '73 Canada Games. The concept and site were first studied by the group, then analyzed by business administration students at the University of Western Ontario. Project Planning Associates Limited were commissioned by the Ontario Ministry of Industry and Tourism to review available material on the proposal, examine the site and to appraise community and regional needs for such a facility.

Our findings and conclusions are set out in the first section of this report. The inventorial aspects of our work are contained in Sections II to VIII. Economic and administrative implications of the Centre's development are to be found in Sections IX through XI. Statistical materials are contained in the Appendices.

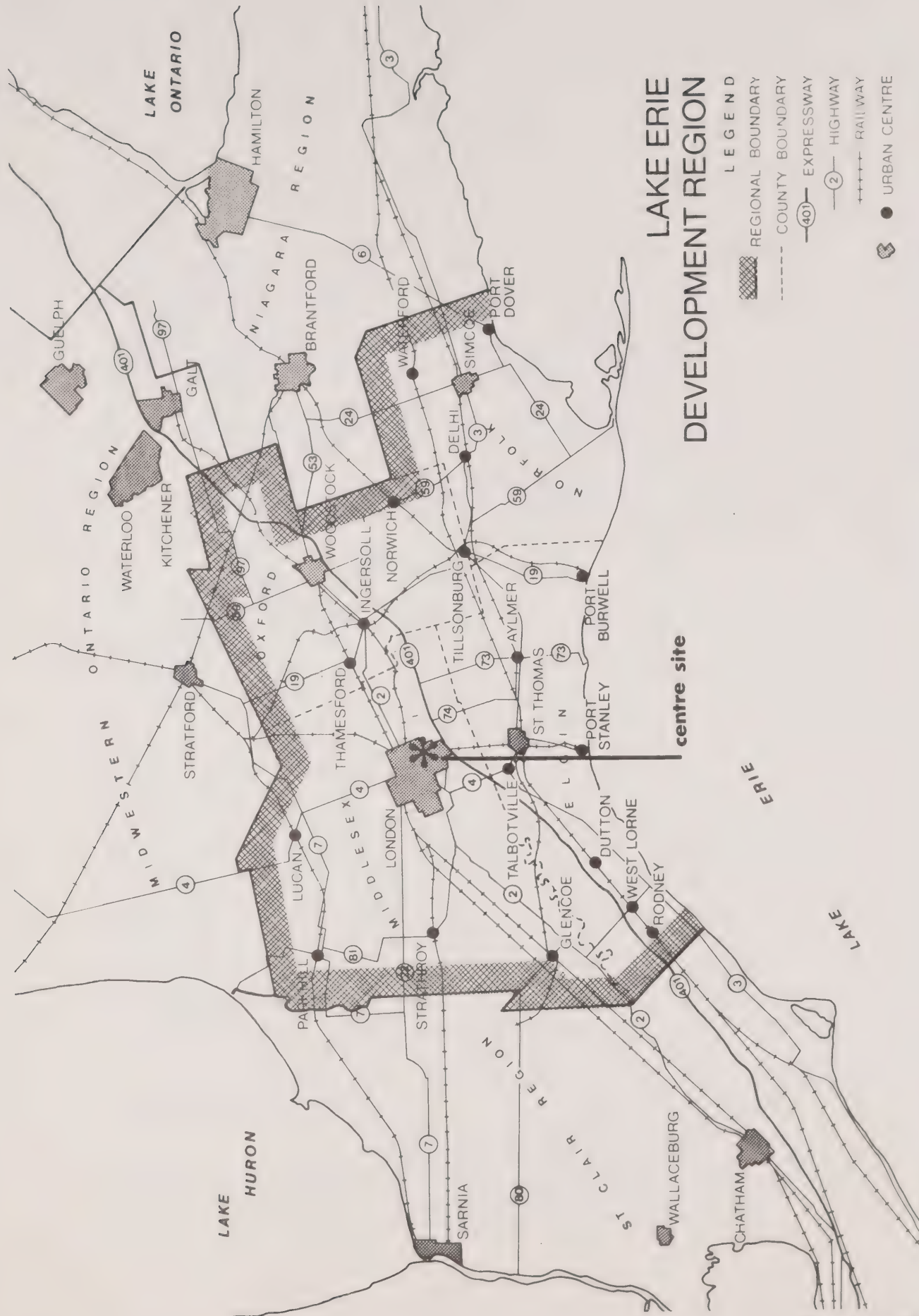


figure 1

I. SUMMARY AND CONCLUSIONS

Scope of Original Proposal

The proposed recreational centre is contained within a 220 acre site on the south bank of the south branch of the River Thames. It is bounded by the river on the north; the City limits on the east; Commissioner's Road on the south, and Meadowlily Road on the west; being approximately 4,200' in length and with an average depth of about 2,100' (see Figure 2).

Facilities programmed for the site in the original proposal include:

- Stadium, Olympic swimming pool, and combination curling and skating arena	26 acres
- Ski Hill and toboggan run	67
- Boys' Club area	25
- Riding stables and Paddock	7
- Picnic and Park	32
- Parking	<u>63</u>
Total Site	220 acres

Concept of a Recreational-Athletic Centre

Provision of meaningful recreational activities is the planning challenge of the seventies. Sport Ontario and a number of newly constituted federal agencies provide guidance and financial assistance to athletics, underscoring the recognition this country gives to physical fitness and recreation. Canada's desire to enter successfully in international sport competitions is demonstrated by recent capital commitments made by governments to provide excellent athletic facilities throughout the country (see Appendix C).

Regional Needs

London is the principal city in the Lake Erie Development Region. This region, comprising 4 counties, contains almost one-half million residents; and by 2001, it is expected to grow to nearly three-quarter million. Social and

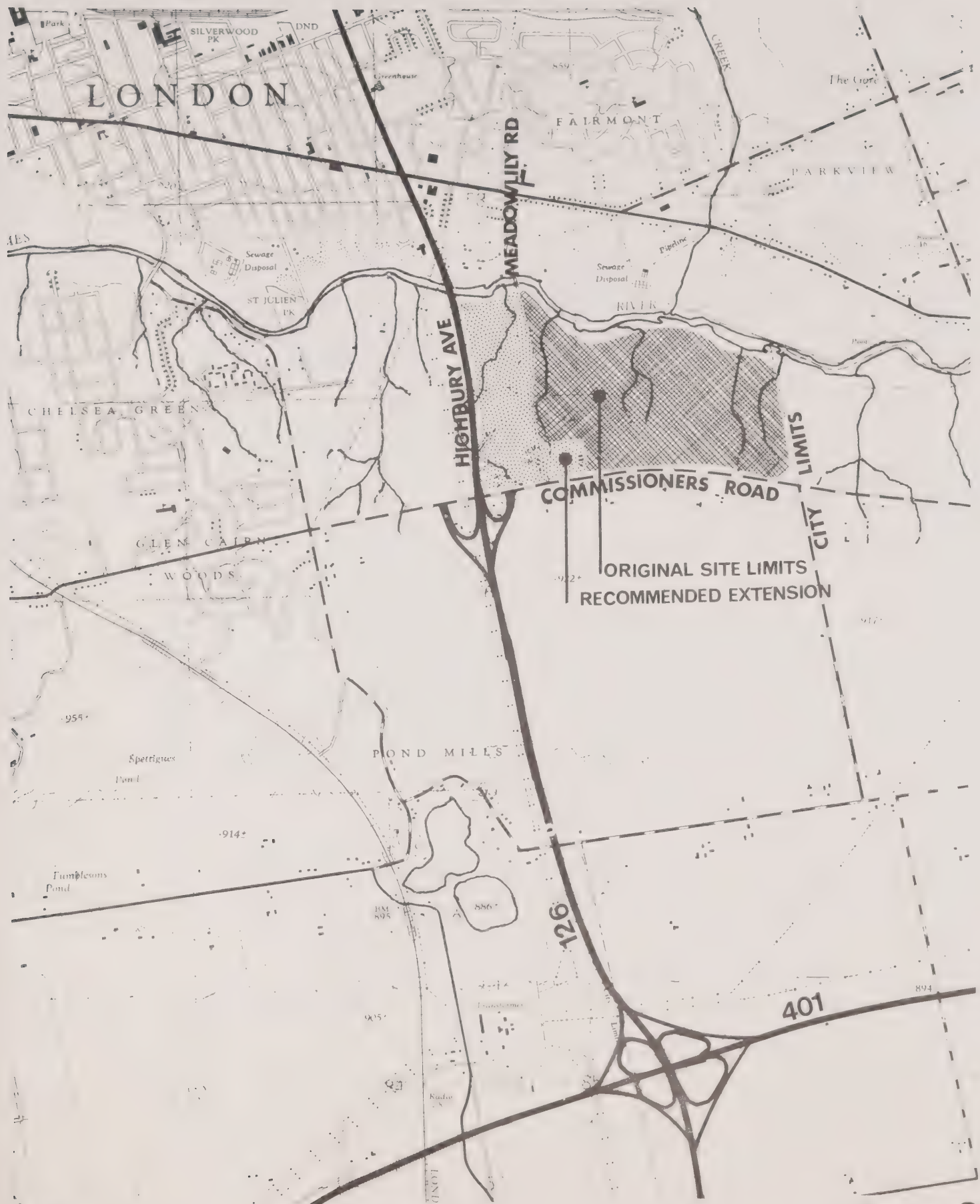


figure 2
site location

economic characteristics of regional populations indicate higher than average time and money allocation to leisure time pursuits. While local park provisions appear to be adequate, the supply of larger scale regional recreational facilities is insufficient. This shortage is particularly noticeable in the provision of indoor swimming pools and stadia.

We believe that the facilities proposed and the location selected for the recreational complex would meet current regional needs in an effective manner. Centralizing several regional facilities on one site will save on capital expenditures and facilitate proper management. We recommend that government favourably receive the proposal and assist in its implementation.

Estimated Capital Costs of Project

	<u>Millions of Dollars</u>
Basic Capital Costs	
Stadium for 35,000	7.0
Arena for 2,000 spectators	1.5
Swimming Pool	1.5
Ski Hill Development	1.1
Parking and Access	2.5
Site Services and Landscape Allowance	<u>1.5</u>
	15.1
Fees, Financing and Contingencies @ 15%	<u>2.3</u>
	17.4
<hr/>	
Possible Capital Costs	
Land costs	<u>.7</u>
	18.1
Partial Stadium Cover	<u>3.5</u>
	21.6

Review of the revenue estimates in the original submission indicated that the anticipated returns from sports events appear to be in line with local markets. We strongly suggest that with vigorous promotion and careful management, revenues from nonsports events, concessions and visitor services could be increased.

Revenue estimates prepared for this study are as follows:

Rentals & Admissions:

Stadium	\$236,000
Curling	135,000
Swimming Pool	40,000
Ski Hill	287,000
Parking, Advertising & Concessions	180,000
	<hr/>
	\$878,000

Annual Administration and Operating Expenses are estimated to be:

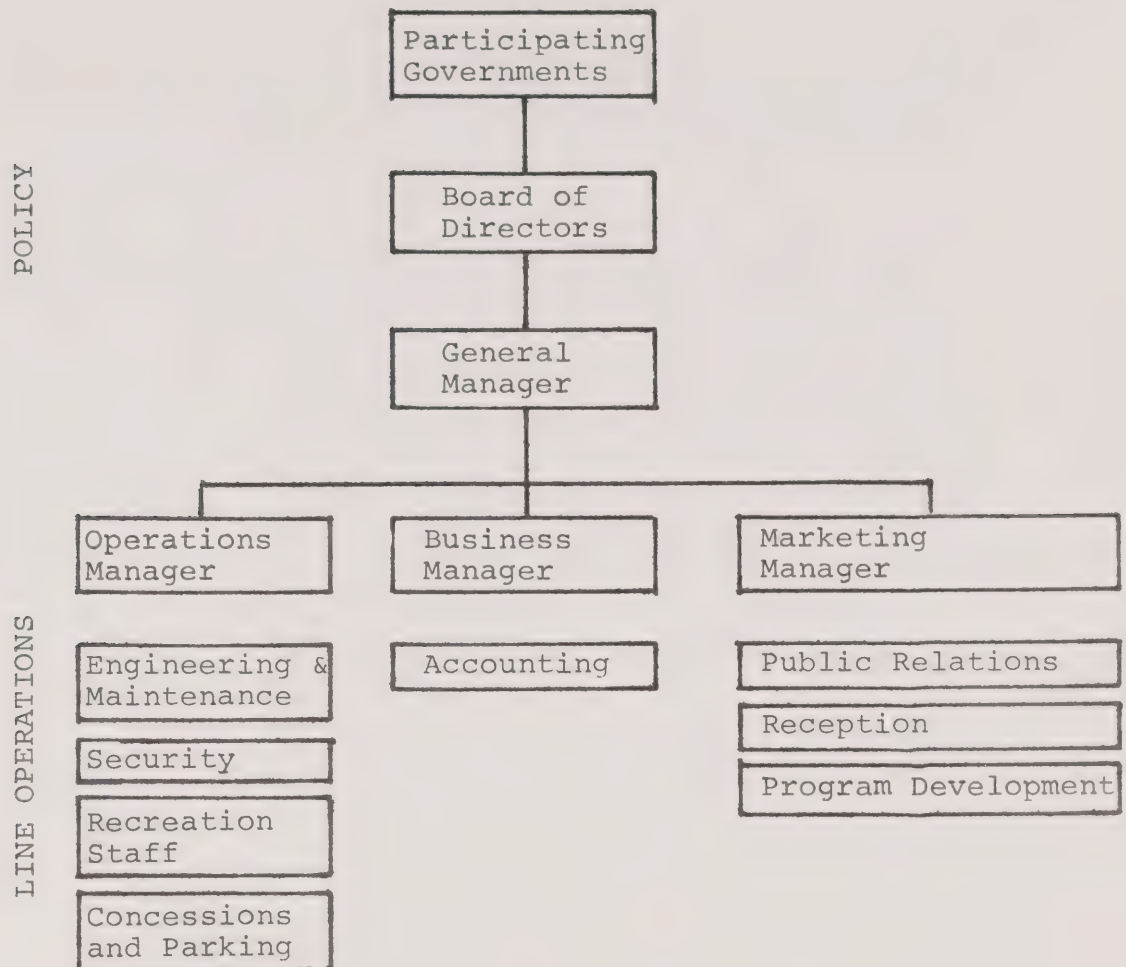
Administration	\$305,000
Operation & Maintenance	<u>175,000</u>
	\$480,000

The net return before carrying charges could range between \$230,000 and \$330,000. This rate of return is not sufficient to stimulate private investment interest. The purpose of the complex is the enrichment of community life. It will be necessary for the public sector to fund the venture directly or to underwrite the issue of long-term debentures.

Several levels of government stand to gain through support of the Centre, the city, regional, provincial and federal governments. We recommend that local, provincial and federal governments participate in both the financing and in the management of the Centre.

Figure 3 illustrates our recommended management format for the Recreation Centre.

FIGURE 3 - ORGANIZATION CHART



II. HISTORY OF THE PROPOSAL

The tradition of participation in sport is an integral part of the culture of Southwestern Ontario. Regional sport stands to gain a great deal by concentrating training facilities of international standard in a central location.

Regional recreation facilities and needs were evaluated in London's 1970 bid for the 73 Canada Games (see Appendix A). In late 1971 a private citizens' group commissioned a further study to determine whether the Region's major amateur and professional sports needs could be met in one Centre. This study was undertaken by students of the Richard Ivey School of Business Administration, University of Western Ontario. The final report titled "Southwestern Ontario Recreation & Trade Centre Complex" was submitted to City Council in February 1972. It recommended the grouping of regional recreational and athletic facilities on one site. The report includes estimated costs and outlined the operational arrangement required to make the proposal financially successful.

Accompanying this brief were preliminary site plans and conceptual drawings of the Pool and Stadium units prepared by Stevens & Skinners Architects. A critique on the brief was made by the Manager of the Visitors and Convention Services of Greater London. The critique supported the concept in principle offering an expanded interpretation of the recreational opportunities that could be developed on the site as well as the limitations of the facilities for trade shows and conventions.

The story of the recent development of athletic centres in Canada is illustrated in Appendix C - Federal Government Grants for Sports Facilities. This table indicates senior government's capital commitments to sport facilities. We believe a good case can be made for federal contributions toward development of the Recreational Centre in London, particularly if Canada elects to make the '76 Olympics "first-of-the-new-games" as recommended by Lord Killian, president of the International Olympic Committee.

III. REGIONAL INTEREST, SUPPORT AND IDENTIFICATION WITH THE PROPOSED PROJECT

Amateur sports and training programs undertaken at the Centre will draw from communities within one hour's drive of the site. Special events and professional sports will attract spectators from all of Southwestern Ontario. For purposes of programming day-to-day use of the facilities we recommend that the primary service area be defined as the 480,000 population of the Counties of Elgin, Middlesex, Oxford and Norfolk. The secondary service area for some sports should accommodate the additional needs of the 110,000 residents of Perth and Huron Counties.

In the last Canada Games held in Halifax in 1969, the London region produced twelve gold medal winners. The City's bid for the '73 Canada Games contains a list of a dozen nationally and internationally recognized experts in various sport. With approval of senior governments to proceed into the preliminary development planning of the Centre, the talents and experience of area residents can be organized to provide excellent programming advice.

Taken as a total, the number of committed amateurs in sport leagues and associations in the region represents about one person in twenty. Hockey, soccer, and fastball attract large numbers of participants at scheduled events. Skiing, however leads all in committed membership with the 3,500 members of the London Ski Club. London Lord's Football Club attracts the greatest number of spectators today to professional outdoor athletic events. Western University's football team attracts near capacity crowds to the four home games each fall.

Appendix A lists the major recreational and athletic facilities situated in the City of London. Study of this data indicates that training facilities of international competition standards and facilities with adequate capacity for spectators are in short supply. The 10,000 seat stadium at UWO is the only football and track and field facility in the region. The grandstand at the Fairgrounds seats 20,000 people for trotting races and entertainment, but is not adaptable for athletics.

The region stands an excellent chance of obtaining a CFL franchise. Local supporters and national officials agree that London would support a professional football

team. A large stadium accommodating over 30,000 with all-weather turf are conditions to an agreement between the CFL and a local organization.

Western's stadium is slated to become a site for academic expansion. The Recreation Centre Stadium would serve Western's needs and many minor leagues and regional high school games could be scheduled here.

IV. THE PROPOSAL AS PART OF THE COMMUNITY PLAN

The concept of recreational use of the Thames River bank is a new but well supported principle. The City of London and the Upper Thames Valley Conservation Authority have enjoyed public endorsement of maximum public recreational usage of the river system.

The proposed site for the recreation centre on the Thames is currently designated as open space in the City's Official Plan. The land is currently outside the limits of allowable urban expansion. When this area can be fully serviced at a future date, the City expects that residential uses will be permitted south of the site.

The site is very well served by regional arterial roads. It is within two and one-half miles of Highway 401. Highway 126, Highbury Avenue, just west of the original site, will be extended southward from Highway 401, possibly to the shores of Lake Erie.

A new interchange and bypass road around London is now under study. This arterial will likely pass within one mile east of the site, providing connections to Highways 2, 4 and 22 (402).

V. SITE CONDITIONS

Five sites within the limits of the London Public Utilities Commission service area were appraised by the originators of the concept. We reviewed the regional planning advantages of each site and conclude that the preferred location best met our criteria of--natural park-like terrain, access to water, interesting topography, ski hill potential, access to several regional arterials, compatibility with surrounding land uses and availability of the site at a reasonable price.

Not all limits of a logical land parcel are included in the original proposal (see Figure 2). A property in the NE corner of Commissioner's and Meadowlily Road should be included. Other private holdings between Highbury (Highway 126) and Meadowlily should be acquired as they come on the market so that complementary development of this narrow strip of difficult land is assured.

The surface and sub-surface characteristics of the site are believed to be suitable for all types of development proposed in the original concept. The soil type is basically a silty clay with good drainage properties. Although the ground on steep slopes would be subject to some erosion problems, the natural fertility of the soil ensures that a good soil cover is easily maintained.

Although no test data were available it is believed that good bearing conditions similar to tested lands west of the site will be encountered. No building is proposed at the river edge where foundation problems might be expected, and no substantial changes to the natural features of the flood plain and river bank are contemplated.

The average annual snowfall together with the winter temperature range indicates that while up to two and one-half months of skiing on natural snow may be anticipated a much longer season with better slope conditions is possible with snowmaking equipment. All of the sloping portions of the site are suitable for family ski trail development and tobogganing. The site if fully developed for skiing could accommodate more than 2,000 skiers at one time. The 178' of vertical drop could be augmented by building an artificial hill near Commissioner's Road.

The river varies in width from 300 to 60 feet during maximum normal spring and fall runoffs. In summer the width and flow of water reduces significantly. Although rapids occur in a portion of the river near the centre of the site, some recreational boating from the day camp area is possible. It is unlikely however that strong demands for river front recreational development will be made considering the rather poor quality of the banks and the natural turbidity of the water.

The present site environment is well suited as a habitat for birds and small upland game with reeds and grasses lining the river edge. A high canopy cover of mature deciduous trees maintains a largely open lower storey on the valley slopes. The clearings resemble meadows with very little scrub growth. The site is a natural parkland today.

VI. SITE SERVICES

Sewage treatment plant capacities and low river flow have forced the P.U.C. to curtail urban development of properties south and west of the site. These sanctions are not likely to effect development of the Recreation Centre. Although an engineering appraisal of the sewage discharge from the proposed Centre has not been done, we predict that holding tanks and discharge regulating equipment will be required to even out the peak discharge from the Centre.

Water main capacities near the site appear to be sufficient to serve the proposed Centre. Water for artificial snow making can be drawn from the river.

The site's southern boundary coincides with the natural height of land so only storm drainage from developed structures and parking lots need be considered. Settlement tanks and filter beds may be required to ensure that oil and solids do not enter the river from the site.

Our review of other utilities indicates that adequate hydro, telephone and natural gas service can be provided to meet Centre needs.

VII. FACILITIES PROGRAMMED FOR THE SITE

The site today is well maintained. A first class natural park could be created with very little capital investment. Much of the flat top land in agricultural use is well suited for intensive recreational and athletic facilities.

Stadium--35,000 seats with all weather track and artificial turf. This facility could bring a C.F.L. team franchise to London; it would establish the site as the regional centre for professional and amateur sport competitions. It would make the City of London a serious contender for hosting major international and national amateur sport events, perhaps including some events of the '76 Olympic Games.

Covering the stadium to provide for 12 month use would be a much desired feature. Currently no facility in the region is capable of accommodating more than 5,000 spectators in sheltered space. At the present time, dome technologies do not provide for closures that would be financially justifiable in London. This could change in the future so care must be used in the siting of other Centre facilities so that a future covering may be possible.

Olympic Pool--In Ontario one public pool (Donald Summerville Olympic Pool) is of a standard suitable for both Olympic swimming and diving competition training. Edmonton and Quebec City have the only Olympic pools that are convertible for water polo.

The Lake Erie Region is severely deficient in the number of indoor swimming pools available for both competition training and recreational swimming. We consider a properly designed, multi-use Olympic pool as a wise investment for the Recreational Centre. If the pool in London was designed to provide temporary seating capacity for over 10,000, some '76 Olympic aquatic sports might be assigned here.

Ski Slopes--The site could easily be developed to accommodate several hundred participants on beginner and intermediate ski slopes. Good ski lifts and comfortable chalet accommodations will complement investments in park infrastructure, parking, maintenance and administrative space.

The site is strategically situated at the edge of the City and could become a focal point for cross country skiing--utilizing the proposed City/Conservation Authority's trail and river valley recreational networks.

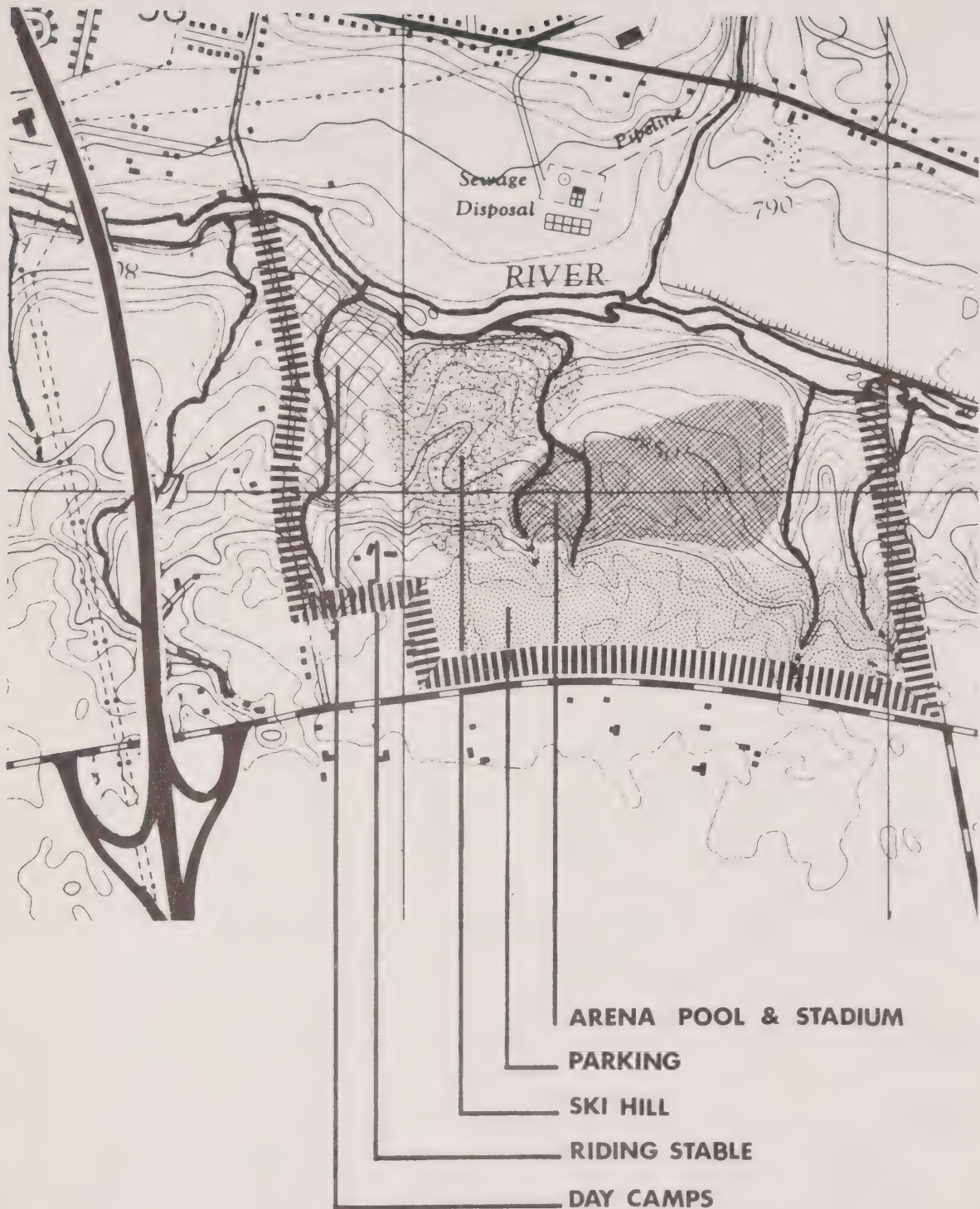


figure4
original concept

VIII. IMPLEMENTATION

Site Acquisition

Four parcels of private land are required for acquisition to implement the original Centre concept. The ownership and acreage represented are:

W. Whight	8 acres
H. Frazer	123
Golf & Kovac	10
Morgan	<u>79</u>

220 acres approximately

Another 11 acres of Golf and Kovac should be acquired to ensure that this key corner property properly figures into the development of the Centre. In total some 231 acres of land should be assembled for first stage development.

Each property contains one or more substantial buildings. Most of these structures could be incorporated into the program of Centre development.

Properties between Meadowlily Road and Highbury Avenue should be viewed as desirable land, some 77 acres, for future expansion of the Centre. This narrow block contains eleven residences on property totalling about 43 acres. The Ministry of Transport and Communications hold title to another 34 acres of vacant land in the block.

Should all properties east of Highbury Avenue come into common ownership or development control, the Meadowlily Road allowance would become part of the Centre site, creating a unified parcel of about 300 acres. Allowing 10 acres for widening of Commissioner's Road, the effective site for recreation, athletic and complementary development would be 290 acres.

The market value of unserviced land in the City in 1972 was estimated to range between a low of \$2,500 per acre to a high of \$3,500 for large acreage sales. For the purposes of this report we calculated the cost of land for the minimum site of 230 acres as ranging between \$580,000 and \$800,000 or target cost of about \$700,000.

IX. SITE ACCESS AND CIRCULATION

Major events at the Centre will draw spectators from all of Southwestern Ontario. Most visitors are expected to arrive in the City by private vehicles. Various inducements will be required to ensure that a substantial number of visitors elect to park in town and take special buses to the site; the first measure should be control through parking charges at the Centre.

The original concept provided parking space for about 7,000 vehicles at 110 cars per acre. To achieve this level of parking efficiency it will be necessary to have well signed entrances, driveways and parking bays, and attendants to supervise parking.

For peak capacity events 6 or more traffic lanes are needed to fill and clear the parking lot in a 1.5 hour time period. Additional turning lanes on Commissioner's Road are required to handle Centre access.

Normal daily participation would likely be sufficient to justify regular bus service to the site, and details regarding internal bus routing and stops must be worked out with the London Transportation Commission and other regional bus services.

X. CAPITAL INVESTMENT ESTIMATES

Original estimates of capital cost as well as projected revenues appear to be somewhat understated. Our review of current construction and operating experience of major stadia and recreational complexes in Canada and the U.S. indicated that an upwardly revised budget perspective would be more useful in determining development policy for the proposed London facility.

Money spent on developing the project should be sufficient to ensure potential levels of facility use. Investment should consider both short- and long-term operating economics. The following criteria for selecting the level of capital investment appropriate to each component of the proposed Centre were used to prepare cost estimates used in this report:

1. All facilities have 12 month use potential and should be designed initially for this, or programmed for easy adaptation at a future time.
2. Facilities should be designed to be easily accessible by users of all ages and disability levels.
3. Building materials should be selected for ease of maintenance and durability. All improvements should be viewed as having a 30 to 40 year minimum use expectancy.

Putting good materials together does not necessarily imply a good design solution. Good materials and design, however, may be expected to elicit a more favourable level of user response. There are many promotional advantages occurring to "signature" type of design as in Ontario Place, Trent University and other multi-building centres.

Components of the Capital Cost Estimate

The Stadium--Reported costs for large, equipped, open-air stadia in Canada and the U.S. indicate a range of between \$200 and \$450 per seat, London's original estimate was calculated at \$100 per seat, based on a preliminary cost-survey. The low projected cost was attributed to an imaginative structural system. We understand that the system's capability to meet fire and safety code requirements has not been fully appraised. Because appraisals of innovative solutions in this country in the past have often escalated costs, we recommend a substantially higher estimate be used as a budget figure.

Recent investigation into the cost of covered stadium seating indicates that dome technology in our climate has not advanced to a level where the economic benefits of extended use justify the considerable costs of either a full or partially covered facility. The decision to cover a stadium elsewhere appears to be based primarily on non-fiscal reasoning including, convenience, public relations, prestige and other attributes.

The recently published study of the major stadium proposed for Toronto concluded that additional revenues from a covered stadium would not justify the cost.

Our estimated construction cost for the London stadium is \$7 million which includes:

Site work & Landscape	\$ 300,000
Structure	4,500,000
Artificial turf	600,000
All weather track	300,000
Athletes' services	300,000
Visitor services	200,000
Rental & Concessions	200,000
Scoreboard	100,000
Field lighting	400,000
Crowd control systems	100,000
	<hr/>
	\$7,000,000

The cost to cover a stadium elsewhere tends to be equal to the cost of the uncovered seat. We have suggested that a special allowance of \$3.5 million be reserved for partial cover of the stadium. This reserve could be used for an innovative tent structure or for providing conventional stadium roofs.

Arena--The budget estimate of \$1.5 million would provide the elements of the original program--the equivalent of 4 hockey rinks and spectator accommodations for 2,000. Should the facility be further programmed for ice shows and related additional back stage space and "stage environment" features costs would increase somewhat. We do not feel that the arena would be economically viable as a convention centre considering existing convention markets in London, and the premium costs of quick freeze-thaw equipment. Our interviews in the region indicated that arena ice could be scheduled 10 to 12 months of the year with league sport, and training sessions.

Swimming Pool--The original budget of \$1.5 million appears to cover the items contained in the program. As previously mentioned, expanding the temporary seating capacity potential to over 10,000 seats would make this a facility that the International Amateur Swimming Federation would eagerly sanction as Canada's favoured Olympic competition facility.

Ski Hill and Chalet--The proposed construction costs for this item, \$1.1 million, meets the requirements of the environment and the markets in southwestern Ontario. Snow making equipment and adequate base building facilities have been recommended and should be considered essential to any capital investment in skiing here.

Parking and Access--Surfaced parking in a park-like setting are important development requirements. With less than 30 acres of flat top land at Commissioner's Road available for parking, considerable care will be required to make the remaining requirement fit successfully into the park environment. The following breakdown of costs are anticipated for parking provided on difficult terrain, with proper storm drainage and snow removal provisions. Allowance is made for some of the on-site access lanes from Commissioner's Road, however no traffic engineering has been done yet.

Parking and Roads, grading & base	\$ 550,000
Drainage	350,000
Paving	700,000
Curbs	600,000
Lighting	200,000
Signage & stripping	100,000
	<hr/>
	\$2,500,000

Site Services & Landscape--The \$1.5 million estimate represents an allowance for on-site water, electrical distribution services, sewage collection, and landscaping. This figure is tentative subject to the location of structures and functions. The landscape budget could be low if the natural park-like character of the site is maintained. Building site landscaping would be included in the budgets of each capital project. Other park site improvements would involve construction of pathways, comfort stations, picnic shelters, and extensive recreational facilities such as free play areas, interpretive trails and other related facilities.

Boys' Club Area--The 25 acre reserve for day camps would be developed by sponsoring agencies. Some camp services and utilities might be tied into the main park system. Any funds provided would be considered as contingency items.

Fees and Contingency--This budget allocation includes normal fee percentages, salaries for the Client's representative during construction, and a small contingency reserve.

XI. OPERATION, MANAGEMENT AND REVENUE ESTIMATES

Management and marketing are key factors in running the recreational centre on a service and sound business basis. Our recommended administrative structure for achieving these goals is illustrated on Figure 3 and expressed functionally in the following annual operational budgets that would pertain to the fully developed centre.

Payroll and Fringe Benefits (10 full time)	\$220,000
Insurance	35,000
Office Expenses	10,000
Advertising and Promotion	25,000
Legal, Audit and Miscellaneous Expenses	<u>15,000</u>
	305,000
Utilities	80,000
Maintenance and Supplies	75,000
Equipment Replacement	10,000
Miscellaneous Operating Expenses	<u>10,000</u>
	\$175,000
	<u><u> </u></u>
Estimated Total Administration and Operating Expenses	\$480,000

Centre revenues to cover operations and capital in a year following the opening of the fully developed centre are:

	<u>Original Estimates</u>	<u>P.P.A.L. Estimates</u>
Stadium rental income from C.F.L. team	\$200,000	\$200,000
Other sports events	16,000	16,000
Non-sports events	<u>3,000</u>	<u>20,000</u>
	219,000	236,000
Curling arena rentals	135,000	135,000
Swimming Pool fees & rentals	40,000	40,000
Ski hill, fees, memberships & Chalet concession	<u>287,000</u>	<u>287,000</u>
	462,000	462,000
Parking	25,000	60,000
Scoreboard & Display	<u>15,000</u>	<u>70,000</u>
	40,000	130,000
Stadium concessions & rentals	<u>5,000</u>	<u>50,000</u>
Estimated Annual Revenues	\$726,000	\$878,000

The difference between the original estimates and our projection lies in the vigor with which the Centre is promoted. Parking, advertising, concession and rental incomes can be a substantial source of income, if the Marketing Manager is chosen with care and given the operational flexibility the job requires. We have assumed for this study that the Board of Directors selected to form Centre policies will have this perspective.

Other sources of revenue to provide Centre financing include--charges to users that push admissions to a satisfactory high level, this can be in the form of either a surtax or a rebate on provincial sales taxes on all Centre purchases and tickets. Mill rate levies in the region could increase to assist in the financing. Lotteries, special stamps and coins have been used with occasional success as revenue producing schemes.

APPENDIX "A"

MAJOR RECREATIONAL FACILITIES IN LONDON

1. Facilities operated by the Recreational Dept. and Public Utilities Commission

9 Soccer Pitches:

Greenway Park	Stronach Park
Mornington Park	Gibbons
Silverwoods Park	Kiwanis
Chelsea Green	McMahen
East Lions	

3 Softball & Baseball Diamonds in 18 parks

Hockey Arenas (8 rinks):

Silverwoods
South Lions Double Arena (2)
Glen Cairn
Gordon F. Stronach
Oakridge Acres
North Lions (2)

Outdoor Rinks (2)

Silverwoods
Victoria Park

Outdoor Swimming Pools (11)

Oakridge	Glen Cairn
McMahen	Northridge
Gibbons	Byron
East Lions	Stronach Centre
Silverwoods	South Crest
Thames	

2. University of Western Ontario

J.W. Little Memorial Stadium (10,000 seats)

2 Swimming Pools

3. Treasure Island Gardens Arena (5,000 seats)
4. Labatt Park - Baseball Stadium (4,000 seats)
5. London Gardens Ltd. Arena (1,800 seats)

APPENDIX B

Comparative data on Selected New Stadia in the U.S.A.

	Atlanta Stadium	Erie County Stadium, Buffalo	Riverfront Stadium, Cincinnati	Wayne Cty. Stadium, Detroit	Houston Astrodome	Jackson County, St. Kansas City	Louisiana Superdome New Orleans	Veterans St. Philadelphia	Three Rivers Stadium, Pittsburgh	Busch Memorial Stadium, St. Louis
Completion Date	1966	Proposed	1969	1975	1965	1972	1978	1971	1968	1969
Location	Downtown Fringe (Urban Renewal area)	11 miles from CBD	Downtown Riverfront Location	Downtown Riverfront Location	8 miles from CBD	10 miles from CBD	Downtown (Urban Renewal Area)	4 1/2 miles South of CBD	Across river from Downtown core	Downtown Riverfront
Total Site Area	72 Acs	247 Acs	30 Acs	37 Acs	257 Acs	300 Acs	55 Acs	74 Acs	84 Acs	13 Acs
Capacity Football: Baseball:	59,000 51,000	55,000 49,000	60,000 50,000	60,000 55,000	52,000 45,000	78,000 42,000	78,000 57,000	65,000 57,000	50,000 50,000	50,000 50,000
Convention Facilities	No	200,000 sq. ft. Convention Centre	No	Yes	Yes	Proposed display area between stadia	426,000 sq. ft.	No	No (Allegheny Centre nearby)	No
Other Event Facilities	None	Arena Events in Stadium	None	Arena Events in Stadium 20-25,000 Capacity	Arena Events in Stadium	None	Arena in Stadium 21,000 Capacity	Spectrum Arena Adjacent (18,000)	None	None
Parking On Site No. Off Site No.	4,000 6,000	15,000	4,550 Downtown Parking Lots	4,600 5,400	30,000	16,000	5,100 CBD Parking Lots	12,000	4,300 2,000	7,400 13,000 within six blocks
Type	Grade	Grade	60% in structure Available but little used	Structure	Grade	Grade	Structure	Grade	Grade	Structure
Non-Event Use	None	None	Available for CBD use	Available for CBD use	Used for other Astro domain visitors	3.0	Available for CBD use	None	None	Available for CBD use
Car Occupancy Rate	2.5 Baseball 4.5 Football	N/A	3.5	N/A	3.0	3.0 (predicted)	N/A	N/A	N/A	N/A
Public Transit Service	Regular Bus & Shuttle Services from Key-points	Proposed Express Bus	Bus Terminal 4 blocks away	Regular & Proposed Shuttle Buses	Express Bus Service	Express Bus	Special Services Proposed	Special Buses	Shuttle Buses & Ferry Service	Regular Bus Service
Rapid Transit Service	None	None	None	None	None	None	None	None	Proposed	None
Expressway Access	Yes but not direct	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Dispersal Time	45 mins	N/A	40 mins.	35 mins. (predicted)	40 mins	1 hr	N/A	30 mins.	Slow due to limited capacity of bridge	35 mins.
Type of Stadium	Open, approx. 50% seats cov.	Dome	Open, approx. 50% seats cov.	Dome	Dome	Twin Open Stadia	Dome	Open, approx. 45% seats cov.	Open, approx. 50% seats cov.	Open, approx. 50% seats cov.
Stadium Cost	\$14.6M	\$38.0M	\$26.0M	\$85.0M	\$22.8M	\$38.0M (both)	\$90.0M (estimated)	\$38.0M	\$35.0M	\$19.5M
Land Cost	\$1.2M	N/A	\$3.0M	\$12.0M	\$3.0M	\$5.8M	N/A	\$4.8M	N/A	\$5.0M
Total Cost	\$16.5M	N/A	\$41.0M	\$126.0M	\$45.4M	\$53.0M	\$150M	\$50.0M	N/A	\$60.5M
Type of Turf	Natural	Artificial	Monsanto Astro Turf	Artificial	Monsanto Astro Turf	3-M Tartan Turf	Artificial	Monsanto Astro Turf	3-M Tartan Turf	Monsanto Astro Turf

**This data has been obtained from diverse sources and capacity, parking and cost figures have been rounded off therefore the table should be used only as a guide.*

Source: unpublished material from P.P.A.L. files.

APPENDIX C

Federal Government Grants for Sports Facilities

Actual Grants for Facilities 1967-1972

1967	Pan American Games	Winnipeg, Man.
1968	Canada Winter Games	Quebec
1968	Olympic Trials	Various Cities
1969	Canada Summer Games	Halifax, N.S.
1971	Canada Northern Games	Inuvik N.W.T.
1971	Canada Winter Games	Saskatoon, Sask.
1972	Olympic Trials	Various Cities

Projected future Athletic Games Eligible for Federal Government Support 1973-1980

1973	Canada Summer Games	Burnaby, B.C.
1974	Canada Olympic Games	Manitoba
1975	Canada Winter Games	Cobalt, Ont.
1976	Olympic Trials	Various Cities
1976	Olympic Games	Montreal, P.Q.
1977	Canada Summer Games	Moncton, N.B.
1978	Commonwealth Games	Edmonton, Alta.
1979	Canada Winter Games	Alberta
1980	Winter Olympics	Garibaldi, B.C.

Source: unpublished P.P.A.L. file material

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